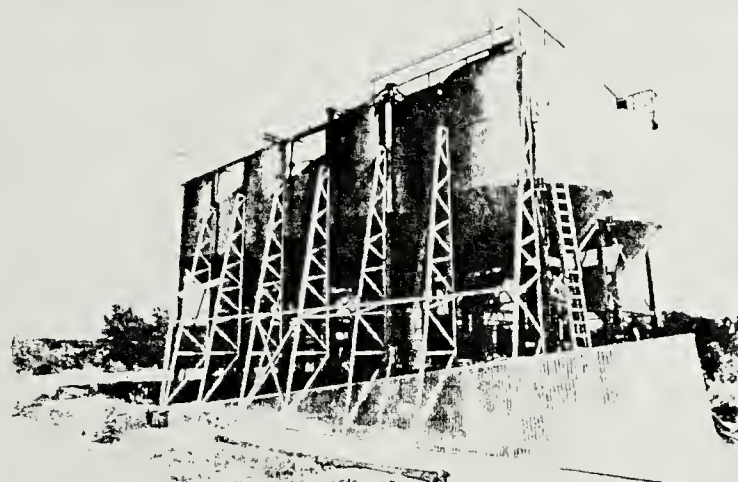


# STOREFRONT

## for Art & Architecture



*Rendezvous, Morfelden*

F O R I M M E D I A T E R E L E A S E

Exhibition: FORMALHAUT  
Recent Projects  
 Artists: Gabriela Seifert, Götz Stöckmann, Ottmar Hörl  
 Dates: March 27- April 21, 1990  
 Opening Reception: March 27, 6-8 pm  
 Gallery Hours: Tuesday, 12-8 pm; Wednesday-Saturday, 12-6 pm

FORMALHAUT is a West German team of two architects (Gabriela Seifert, Götz Stöckmann) and one artist (Ottmar Hörl) whose research and projects are grounded in their belief that the fabric of reality which surrounds us is becoming less and less tangible, consisting of "elements which are organized in structural laws with scales of space and time no longer humanly appreciable." Their investigations of the interrelated aspects of architecture and sculpture (they don't categorize their works as one or the other) typically take form in temporary installations that signal a changed perception of space--one that in its relativity and temporariness is characterized by the "absence of supposedly self-evident qualities."


Their exhibition at Storefront will include an installation of 100 toy robots that will "perform" during the opening and also be featured in a video which will run during the exhibition. Two additional tapes will be included: one a lecture, "High Technology," given by Volker Fischer of the Deutsches Architekturmuseum in Frankfurt, and the other of Formalhaut's project "Double Knight Game." Other projects will be documented in the exhibition with cibachrome prints.

Please call Storefront (212) 431-5795 for additional information.

Storefront for Art & Architecture is a not-for-profit organization supported by the New York State Council on the Arts, New York City Department of Cultural Affairs, National Endowment for the Arts, foundations, corporations and individuals.

97 Kenmare Street (near Lafayette) New York, NY 10012 212-431-5795

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They are familiar with, part of, and place their trust in, the contemporary discussion about the replacement of a static conception of the world--a discussion which, having played an important role in the arts as of the beginning of this century, today has also reached the experiential spheres of everyday reality. The dynamic experience of the world increasingly asserting itself is forced to accept that the first, real level of reality and its reflection in a second cultural reality mediated through the media have the tendency to become indistinguishable. Which is not to say that being forced cannot also mean enjoyment. In architectural terms, the process of medial networking leads to a changed perception of space--to a perception that in principle is relative and temporary and thus characterized by the absence of supposedly self-evident qualities. The name Formalhaut may be understood both as a reflection of and a programme working from, the state delineated above. --Volker Fischer, from "Tower Tactics in City Strategies"

*caption*  
Formalhaut, Double Knight Game, Frankfurt, 1989



# STOREFRONT for Art & Architecture

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Born in Cracow, Poland, and having lived in Siberian and Samarskand, before settling in Tel Aviv, Zvi Hecker's works are mosaics of eastern traditions and western classicism. Described as polyherdral architecture, his early works are precisely the orchestration of these varied influences of regional experiences. The Hexaterrace (Dubiner Apartment House in Ramat-Gan, Israel, 1961-63) is influenced by the tradition of Arab villages to organize random collection of individual buildings under hisgher order of social structure, the community as collective indivudalism. The City Hall of Bat-Yam (1959-63) is a reinterpretation of prototypical Greek temples, to bring the complexity of inner spaces under the shade of one large roo, thereby serving the private needs within public presence.

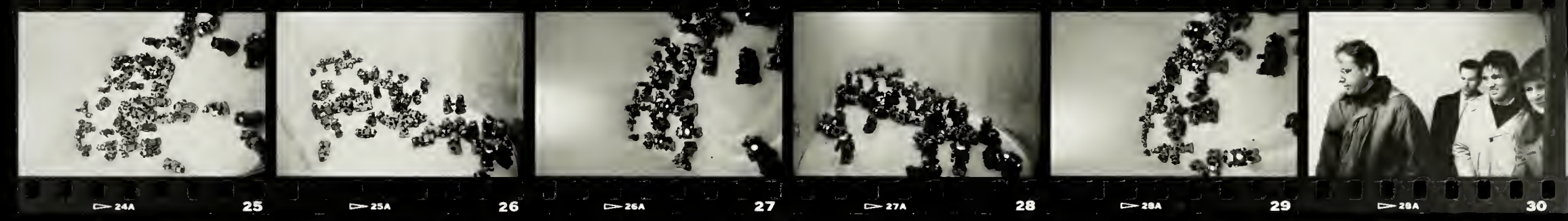
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Michael Sorkin  
James Wines  
Lebbeus Woods







to  
STOREFRONT  
97 Kenmare Street  
New York NY 10012

1" = 2.54 cm

Dear "Storefront" !

We are looking forward to NY !

Here is the layout for the exhibition :

we decided to run the exhibition with the media photography and video. We also designed an installation, which will be in motion at the opening. These three parts (photo, video, installation) will correspond, interact and as a whole represent the theme of the show.

- Installation : an arena like display-case squeezed into the narrow corner of Storefront space houses 100 motor driven toy robots (h = 30cm). This little society is battery-charged and will move about randomly as a kind of "performance" during the opening. They get tired slowly as their batteries wear out. One by the other they stop and keep their position until the end of the exhibition.
- Monitor 1 : features the same theme in a 2 minute video produced in Frankfurt
- Monitor 2 : lecture by Volker Fischer (Deutsches Architekturmuseum Frankfurt) on the Subject "High Technology", especially created for this event.
- Monitor 3 : represents the work "Double-Knight Game".
- Triptych 1 : Cow Project, cibachrome (80x80, 80x80, 80x80 cm) on aluminium panels
- Triptych 2 : Double Knight Game, cibachrome 100x100, 150x100, 100x100 cm) on aluminium panels
- Shipping : The photographs have to be shipped to New York and back to Frankfurt, the toy robots just back to Frankfurt.
- Preparation : We would like to ask you to supply the exhibition with monitors and 3 VHS video recorders. The monitors should sit on simple chipboard box bases. Besides building the monitor's bases we would like to ask you to build the display case for the robots (should be very simple, plans and instructions will follow later)
- Batteries : Furthermore we would like to ask you to supply the installation with 200 long life batteries like Duracell Alkaline MN 1500 LR 6 Size AA

32x31

39

59

We understand that the exhibition, shipping of exhibits and promotion is financially covered by Storefront. \*both ways

We must treat our visit in New York very economically. We do hope - still - for an additional subsidy for flights or residence.

Please let us know if this is o.k. with you, because we would like to ship the stuff and start the video.

Please return a precise answer quickly.....best wishes, Gabi, Götz & Qttmar

Frankfurt, 15<sup>th</sup> February 1990